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Ram D. Gopal, Zhiping Walter, Arvind K. Tripathi
December 2001 **Communications of the ACM**, Volume 44 Issue 12

Full text available: ▨ pdf(105.16 KB)   Additional Information: full citation, abstract, references, citings, index
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  Using incentive-based approaches to match interested buyers and sellers.

2 Professional briefing: The ten commandments of data warehousing   ☐
David Sammon, Pat Finnegan
September 2000 **ACM SIGMIS Database**, Volume 31 Issue 4

Full text available: ▨ pdf(884.77 KB)   Additional Information: full citation, abstract, references, citings, index
                                                                 terms

  Data warehousing can offer great potential for organizations. Nevertheless, implementing a
  data warehouse is a complex project that has caused difficulty for organizations. This paper
  presents the results of a study of four mature users of data warehousing technology.
  Collectively, these organizations have experienced many problems and solutions in relation
  to implementing data warehousing. These experience are captured in the form of ten
  organizational prerequisites for implementing data wareho ...

  Keywords: data warehousing, information systems, organizational prerequisites,
  organizational readiness, project implementation

3 Workflow management systems for financial services   ☐
Thomas Schael, Buni Zeller
December 1993 **Proceedings of the conference on Organizational computing systems**

Full text available: ▨ pdf(1.46 MB)   Additional Information: full citation, references, citings, index terms

  Keywords: business process automation, computer supported cooperative work, customer
  satisfaction, groupware, office automation, office procedure, process reengineering,
  workflow management technology, workgroup computing

4 Research track posters: A microeconomic data mining problem: customer-oriented   ☐
catalog segmentation
Martin Ester, Rong Ge, Wen Jin, Zengjian Hu
August 2004 **Proceedings of the 2004 ACM SIGKDD international conference on
          Knowledge discovery and data mining**

Full text available: pdf(196.37 KB) Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>index terms</u>

The microeconomic framework for data mining [7] assumes that an enterprise chooses a decision maximizing the overall utility over all customers where the contribution of a customer is a function of the data available on that customer. In Catalog Segmentation, the enterprise wants to design k product catalogs of size r that maximize the overall number of catalog products purchased. However, there are many applications where a customer, once attracted to an enterprise, would purchase more products ...

Keywords: catalog segmentation, clustering, microeconomic data mining

5 <u>Virtual extension: Do privacy seals in e-commerce really work?</u>
Trevor T. Moores, Gurpreet Dhillon
December 2003 **Communications of the ACM**, Volume 46 Issue 12

Full text available: pdf(240.78 KB)
html(26.45 KB) Additional Information: <u>full citation</u>, <u>references</u>, <u>index terms</u>

6 <u>Web-based tools, systems and environments: Software configuration, distribution, and deployment of web-services</u>
Rainer Anzböck, Schahram Dustdar, Harald Gall
July 2002 **Proceedings of the 14th international conference on Software engineering and knowledge engineering**
Full text available: pdf(519.92 KB) Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>index terms</u>

Web-Services can be seen as a newly emerging distributed computing model for the Web. They cater for the need to establish business-to-business (B2B) interactions on the Web. Web-Services consider a loosely coupled component model encapsulating business logic and interact with other components using XML protocols. Based on one case study, this paper discusses architectural issues and requirements for software configuration, distribution, and deployment of web-services.

Keywords: software architecture, software distribution environments, web-services

7 <u>Semantic discrimination analysis for feature selection</u>
James F. Baldwin, Trevor P. Martin, Christiane Ponsan
March 2000 **Proceedings of the 2000 ACM symposium on Applied computing**
Full text available: pdf(462.14 KB) Additional Information: <u>full citation</u>, <u>references</u>, <u>index terms</u>

8 <u>Seesion VIII - industrial experiences with computer-supported groups: Achieving sustainable complexity through information technology: theory and practice</u>
Paul M. Cashman, David Stroll
December 1986 **Proceedings of the 1986 ACM conference on Computer-supported cooperative work**
Full text available: pdf(690.30 KB) Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>

A major challenge facing a business manager is to achieve a sustainable level of success, which in turn means being able to sustainably master the complexity with which s/he must deal. Information technology providers must understand the relationships between the levels of complexity with which managers deal, the value of information at each level, and the resulting information system requirements. In this paper we describe a theoretical framework which sheds some light on these relationships, a ...

9 <u>Industrial sessions: big data: Automating physical database design in a parallel database</u>
Jun Rao, Chun Zhang, Nimrod Megiddo, Guy Lohman

Proceedings of the 2002 ACM SIGMOD international conference on Management of data

Full text available: 🗋 pdf(1.38 MB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>citings</u>, <u>index terms</u>

Physical database design is important for query performance in a shared-nothing parallel database system, in which data is horizontally partitioned among multiple independent nodes. We seek to automate the process of data partitioning. Given a workload of SQL statements, we seek to determine automatically how to partition the base data across multiple nodes to achieve overall optimal (or close to optimal) performance for that workload. Previous attempts use heuristic rules to make those decision ...

10 <u>Using the university databases in help desk operations</u>
Linda Adams DeBula
October 1998 **Proceedings of the 26th annual ACM SIGUCCS conference on User services**
Full text available: 🗋 pdf(354.12 KB)   Additional Information: <u>full citation</u>, <u>index terms</u>

11 <u>How to retain online customers</u>
Banphot Vatanasombut, Antonis C. Stylianou, Magid Igbaria
June 2004 **Communications of the ACM**, Volume 47 Issue 6

Full text available: 🗋 pdf(97.69 KB) 🗋   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>index terms</u>
html(25.39 KB)

When there's a worldwide marketplace available at your customers' fingertips, maintaining a dedicated following is a tremendous challenge. A recent study of a leading bank's online services illustrates what it takes to keep novice and sophisticated users happy and loyal.

12 <u>Mobile commerce opportunities and challenges: Evolution of mobile location-based services</u>
Bharat Rao, Louis Minakakis
December 2003 **Communications of the ACM**, Volume 46 Issue 12

Full text available: 🗋 pdf(110.27 KB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>index terms</u>
🗋 html(25.25 KB)

Utilizing user location as a key determinant of information requirement needs.

13 <u>Graphs and trees: Mining knowledge-sharing sites for viral marketing</u>
Matthew Richardson, Pedro Domingos
July 2002 **Proceedings of the eighth ACM SIGKDD international conference on Knowledge discovery and data mining**
Full text available: 🗋 pdf(942.91 KB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>citings</u>, <u>index terms</u>

Viral marketing takes advantage of networks of influence among customers to inexpensively achieve large changes in behavior. Our research seeks to put it on a firmer footing by mining these networks from data, building probabilistic models of them, and using these models to choose the best viral marketing plan. Knowledge-sharing sites, where customers review products and advise each other, are a fertile source for this type of data mining. In this paper we extend our previous techniques, achievi ...

Keywords: direct marketing, knowledge sharing, linear models, probabilistic models, social networks, viral marketing

14 <u>Special system-oriented section: the best of SIGMOD '94: Estimating page fetches for index scans with finite LRU buffers</u>
Arun Swami, K. Bernhard Schiefer
October 1995 **The VLDB Journal — The International Journal on Very Large Data Bases**, Volume 4 Issue 4

Full text available: 📄 pdf(1.04 MB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>

We describe an algorithm for estimating the number of page fetches for a partial or complete scan of a B-tree index. The algorithm obtains estimates for the number of page fetches for an index scan when given the number of tuples selected and the number of LRU buffers currently available. The algorithm has an initial phase that is performed exactly once before any estimates are calculated. This initial phase, involving LRU buffer modeling, requires a scan of all the index entries and calculates ...

Keywords: LRU, estimation, index scan, query optimization

15 Context sensitivity in role-based access control

Arun Kumar, Neeran Karnik, Girish Chafle
July 2002   **ACM SIGOPS Operating Systems Review**, Volume 36 Issue 3

Full text available: 📄 pdf(886.37 KB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>

This paper describes an extended role-based access control (RBAC) model, which makes RBAC sensitive to the *context* of an attempted operation. Traditional RBAC does not specify whether the permissions associated with a role enable access to a *particular* object, or to some *subset* of objects belonging to a class. We extend the model by introducing the notions of role context and context filters. Context filters are Boolean expressions based on the context of the user attempting ...

16 Mining the network value of customers

Pedro Domingos, Matt Richardson
August 2001   **Proceedings of the seventh ACM SIGKDD international conference on Knowledge discovery and data mining**

Full text available: 📄 pdf(999.05 KB)   Additional Information: <u>full citation</u>, <u>abstract</u>, <u>references</u>, <u>citings</u>, <u>index terms</u>

One of the major applications of data mining is in helping companies determine which potential customers to market to. If the expected profit from a customer is greater than the cost of marketing to her, the marketing action for that customer is executed. So far, work in this area has considered only the intrinsic value of the customer (i.e, the expected profit from sales to her). We propose to model also the customer's *network value:* the expected profit from sales to other customers she ...

Keywords: Markov random fields, collaborative filtering, dependency networks, direct marketing, social networks, viral marketing

17 Swiss postbank: Ada in a commercial application

Alan Paterson
November 1995   **Proceedings of the conference on TRI-Ada '95: Ada's role in global markets: solutions for a changing complex world**

Full text available: 📄 pdf(1.10 MB)   Additional Information: <u>full citation</u>, <u>references</u>

18 Targeting the right students using data mining

Yiming Ma, Bing Liu, Ching Kian Wong, Philip S. Yu, Shuik Ming Lee
August 2000   **Proceedings of the sixth ACM SIGKDD international conference on Knowledge discovery and data mining**

Full text available: 📄 pdf(108.79 KB)   Additional Information: <u>full citation</u>, <u>references</u>, <u>citings</u>, <u>index terms</u>

Keywords: data mining application in education, scoring, target selection

19 The long and winding road: collaborative IT and organisational change

Helena Karsten, Matthew Jones
November 1998 **Proceedings of the 1998 ACM conference on Computer supported cooperative work**

Full text available: 📄 pdf(1.35 MB)   Additional Information: <u>full citation</u>, <u>references</u>, <u>citings</u>, <u>index terms</u>

Keywords: Lotus Notes, collaboration, collaborative information technology, organisational change, professional service organisations, small business

20 <u>Knowledge discovery preprocessing: determining record usability</u>   ☐

Peggy Wright
April 1998 **Proceedings of the 36th annual Southeast regional conference**

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Searching for **PHRASE customer database**.
Restrict to: <u>Header</u> <u>Title</u> Order by: <u>Expected citations</u> <u>Hubs</u> <u>Usage</u> <u>Date</u> Try: <u>Google (CiteSeer)</u> <u>Google</u>
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<u>The Mentor Project: Steps Towards Enterprise-Wide.. - Wodtke.. (1996)</u> <u>(Correct)</u> <u>(24 citations)</u>
a credit request based on information from a **customer database**)Processing entities can be organized by
paris.cs.uni-sb.de/public_html/papers/ICDE96.ps.Z

<u>An Indoor Wireless System for Personalized Shopping Assistance - Abhaya Asthana (1994)</u> <u>(Correct)</u> <u>(22 citations)</u>

the PSA. The centralized server maintains the **customer database**, the store database and provides
Manager Sales, Bargains Jokes, Quotes **Customer Database** Shopping profile Speech Recognition Text to
maintains the product database, the store **database, customer** profile and provides audio/visual responses
ftp.cse.ucsc.edu/pub/wmc-94/asthana.ps

<u>Event-based Distributed Workflow Execution with EVE - Geppert, Tombros (1998)</u> <u>(Correct)</u> <u>(21 citations)</u>
a corresponding entry is made in the **customer database** (A2:LogClaim)and a check is prepared
a corresponding entry is made in the **customer database** (A3:LogClaim)and either a rejection
ftp.ifi.unizh.ch/pub/techreports/TR-96/ifi-96.05.ps.gz

<u>Fast Mining of Sequential Patterns in Very Large Databases - Zaki (1997)</u> <u>(Correct)</u> <u>(20 citations)</u>
itemsets. 1.2 Database Example Consider the **customer database** shown in figure 1. We will use it as our
ftp.cs.rochester.edu/pub/papers/systems/97.tr668.Fast_mining_of_sequential_patterns_in_very_large_databases.ps.g

<u>Incremental and Interactive Sequence Mining - Parthasarathy, Zaki, Ogihara.. (1999)</u> <u>(Correct)</u> <u>(19 citations)</u>
and the increment. For example, consider the **customer database** shown in Figure 1. The database has three
www.cs.rochester.edu/u/srini/IISM.ps

<u>Evaluating and Comparing Three Text-Production Techniques - Coch (1996)</u> <u>(Correct)</u> <u>(17 citations)</u>
renewal, etc.after conslilting the **customer database** and the domain knowledge it asks the
acl.ldc.upenn.edu/C/C96/C96-1043.pdf

<u>A Framework For Enforceable Specification Of Extended.. - Georgakopoulos, Hornick (1994)</u> <u>(Correct)</u>
<u>(15 citations)</u>
T 1 registers billing information in the **customer database**. T 2 and T 3 perform two alternative line
ftp.gte.com/pub/dom/workflow/IJICIS.ps

<u>Overview of the STanford Real-time Information Processor (STRIP) - Adelberg (1996)</u> <u>(Correct)</u> <u>(13 citations)</u>
Hector@cs.stanford.edu Strip Conventional **Database Customer** Service And Billing Requests Oltp Strip (b)
www-db.stanford.edu/pub/papers/overview.ps

<u>TAILOR: A Record Linkage Toolbox - Elfeky, Verykios, Elmagarmid (2002)</u> <u>(Correct)</u> <u>(10 citations)</u>
record may correspond to the same person in a **customer database** because of a misspelled character in the
www.cs.purdue.edu/homes/mgelfeky/Papers/icde02.pdf

<u>Exotica/FMQM: A Persistent Message-Based.. - Alonso, Mohan.. (1995)</u> <u>(Correct)</u> <u>(9 citations)</u>
amount, and whether new or old Find name in **customer database** and extract additional information
www.almaden.ibm.com/cs/exotica/exotica_distributed_workflow_ifipwc95.ps

<u>Efficient Enumeration of Frequent Sequences - Zaki (1998)</u> <u>(Correct)</u> <u>(8 citations)</u>
in the database. For example, consider the **customer database** shown in figure 1 (used as a running
www.cs.rpi.edu/~zaki/PS/CIKM98.ps.gz

<u>Restructuring Databases for Knowledge Discovery by.. - Henry Goldberg (1995)</u> <u>(Correct)</u> <u>(8 citations)</u>
fairly common situation that could occur in a **customer database** -a repeat customer might fail to provide
eksl-www.cs.umass.edu/aila/goldberg-senator.ps

<u>Parallel Sequence Mining on Shared-Memory Machines - Mohammed Zaki Computer (2000)</u> <u>(Correct)</u> <u>(7 citations)</u>
in the database. For example, consider the **customer database** shown in figure 1. The database has three
www.cs.rpi.edu/~zaki/WKDD99/zaki.ps.gz

Managing Dynamic Services: A Contract Based.. - Keller, Kar.. (2002) (Correct) (7 citations)
Process Account Process Shipment Process **Customer Database** ShopCart Database Service Integrator
chosen to outsource the maintenance of the **customer database** (needed for the fulfillment of the account
www.research.ibm.com/sysman/Data/Pubs/noms2002.pdf

Eliminating Fuzzy Duplicates in Data Warehouses - Ananthakrishna, Chaudhuri, Ganti (2002) (Correct) (6 citations)

Name Address City Id Figure 1: An Example **Customer Database** Organization (at Level 1) City (at Level
www.cs.ust.hk/vldb2002/VLDB2002-papers/S17P01.pdf

A Security Mediator for Health Care Information - Wiederhold, Bilello, Sarathy.. (1996) (Correct) (6 citations)
or sanitized. Security Mediator Medical **Database Customer** source query certified query unfiltered
www-db.stanford.edu/pub/gio/1996/amia.ps

Generation As A Solution To Its Own Problem - Donia Scott Richard (1998) (Correct) (4 citations)
et al, 1994)ALETHGEN takes data from a **customer database** and produces a customised letter (in
acl.ldc.upenn.edu/W/W98/W98-1427.pdf

Natural Language Generation in Healthcare - Cawsey, Webber, Jones (1997) (Correct) (4 citations)
personalised letters using information from a **customer database**. Simple IF-THEN statements often allow
ftp.cis.upenn.edu/pub/bonnie/public_html/jamia97.ps

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